

## Open Dialogues on Open Access / Publishing for Early Career Faculty & Graduate Students

University of Pennsylvania

Brigitte Shull, Editorial Director of Author and Editorial Services

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Who  
We Are



A word cloud of academic disciplines. The words are arranged in a roughly rectangular shape, with some words being larger and more prominent than others. The colors used for the words include blue, green, orange, red, and purple. The disciplines listed include:

- MIGRATION STUDIES
- CRIMINOLOGY & CRIMINAL JUSTICE
- SPORT STUDIES
- LITERATURE
- PSYCHOLOGY
- OPERATIONS
- CHILDHOOD STUDIES
- PUBLIC AND HEALTH
- DEVELOPMENT
- BANKING
- SOCIAL POLICY STUDIES
- EUROPEAN STUDIES
- LATIN AMERICAN STUDIES
- RISK MANAGEMENT
- ANTHROPOLOGY
- PHILOSOPHY
- THEATRE AND INNOVATION
- ENVIRONMENTAL STUDIES
- PERFORMANCE STUDIES
- ECONOMICS
- SOCIOLOGY
- MARKETING
- POLITICAL SCIENCE
- AFRICAN STUDIES
- AND BRANDING
- MIDDLE EAST STUDIES
- HISTORY
- INTERNATIONAL RELATIONS
- MEDIEVAL STUDIES
- INTERNATIONAL BUSINESS
- SCIENCE & TECHNOLOGY STUDIES
- ORGANISATIONAL BEHAVIOUR
- INTERNATIONAL POLITICAL LEADERSHIP
- EDUCATION
- ECONOMY
- FILM AND TELEVISION STUDIES
- MANAGEMENT
- LANGUAGE & LINGUISTICS
- GENDER STUDIES
- SOCIAL WORK AND SOCIAL WELFARE
- AND STRATEGY
- ASIAN ASSET MANAGEMENT
- FINANCIAL MATHEMATICS
- GEOGRAPHY
- CULTURE AND MEDIA STUDIES



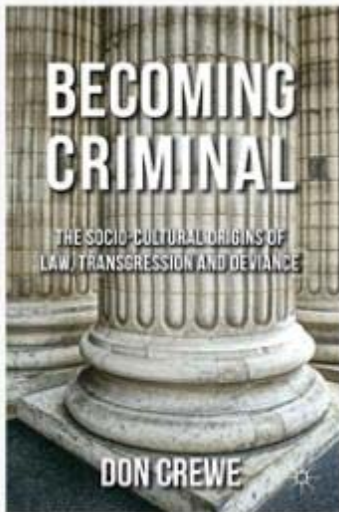
## Our publishing program:



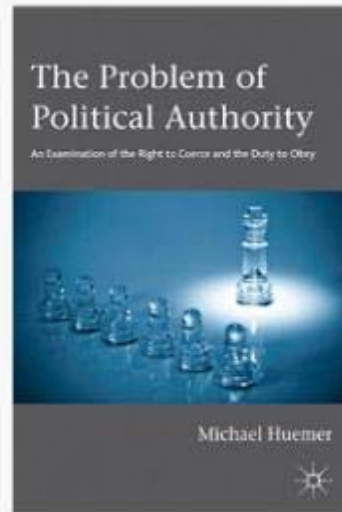
- Research monographs and edited collections
- Palgrave Pivots
- Handbooks and reference titles
- Selection of professional and practitioner titles
- Upper-level textbooks
- Journals

# Who We Are

## Award-Winning



Co-awarded the British Society of Criminology Book Prize 2014



**Winner** of the PROSE Award 2014



**Winner** of the PROSE Award 2014

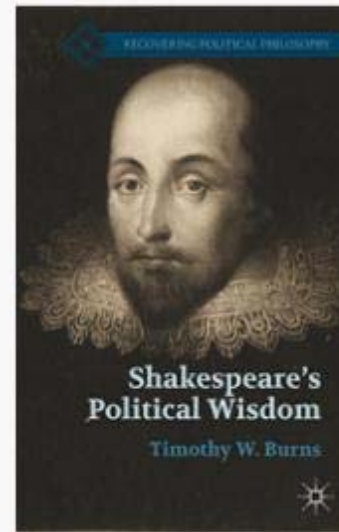
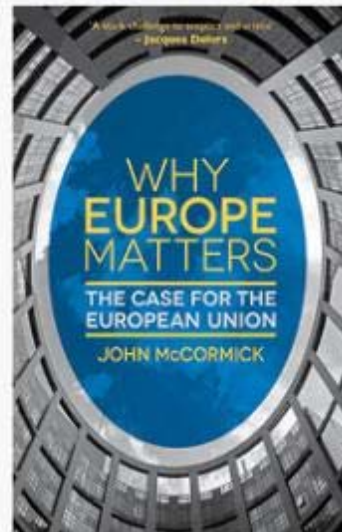
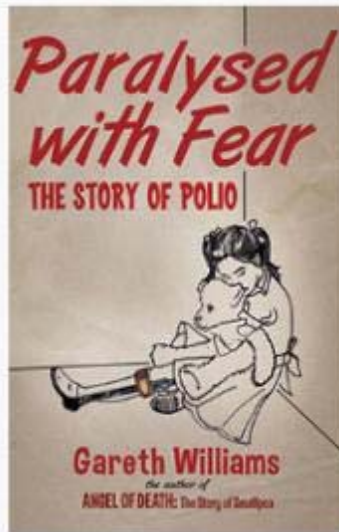


**Winner** of the Falstaff Award for Best Book in 2014

**Nobel Laureates:** 33 Nobel prize-winners

# Who We Are

## Award-Winning



**Choice coverage:** over 20 positive reviews per month and Palgrave Macmillan (and clients) won 21 Choice Outstanding Awards in 2013 and 23 in 2014

### Being part of a distinctive brand:



We are part of an unbroken tradition of over 170 years of academic publishing in the Humanities, Social Sciences and Business. We've published some of the leading scholarly works, such as the first *Dictionary of Economics*, *The Golden Treasury* and *The Shakespeare First Folios*. But we are also known for our publishing in new, cutting-edge areas. We are similarly committed to promoting **interdisciplinary publishing** and providing a venue to publish work in new sub-fields.

## Institutional collaborations

- ASAN (Asian Policy Institute)
- The World Bank
- Sciences Po
- Middle East & Mediterranean Studies (MEMS) Centre, King's College London
- Inter-American Development Bank
- Academy of International Business
- Royal Shakespeare Company
- Jepson School of Leadership, University of Richmond
- Society for the Anthropology of Religion, American Association of Anthropology
- Institute for English Studies
- Institute of Historical Research



## Commitment to our authors:



This means responsive, collaborative editors and author support across our publishing teams. We offer a **personal approach**, with an individual editor and a dedicated global marketing manager. We welcome proposals from authors at any stage of their career.



### High-quality standards – including rigorous peer review:



We offer full copyediting and proofreading services on accepted manuscripts. We guarantee a **thorough peer-review** of your project by academic specialists in your field, often at both proposal and final manuscript stage. You can expect the time between the receipt of your manuscript and its publication to be **faster** than that of many of our competitors.

## Flexible and innovative publishing:



All scholarly titles are published in simultaneous print and electronic formats, with a bespoke cover design. Ebooks are available via the ebook platform, **SpringerLink**, and from most major ebook retailers (including Amazon). We offer the opportunity to publish at almost any length – whether a journal article in one of our **50+ acclaimed journals**, a traditional scholarly book length, or a **Palgrave Pivot**. We also offer authors the option to publish open access research across all publication formats via **Palgrave Open**.

## New Directions in Academic Publishing

Palgrave Pivot – fully peer reviewed, short monographs (25,000-50,000 words)

‘A breathtaking example of academic responsiveness to world events’

– the *LSE Review of Books* on Helen Lenskyj’s recent Palgrave Pivot, *Sexual Diversity and the Sochi 2014 Olympics*



Titles published to date:

▶ **485**



Average time to publish: 9 weeks Shortest

time to publish: 5.14 weeks

(*Sporting Times* by Kath Woodward)

## New Directions in Academic Publishing

**Policy Impact:** *Adoption* by Peter Conn was published in January 2013; the following month it was cited numerous times in an Amicus brief submitted to the Supreme Court of the United States in opposition California's Proposition 8, which restricted the recognition of marriage to same sex couples.

**Cultural Impact:** The Olympic Museum in Lausanne ran an exhibition on *Sporting Times* inspired by Kath Woodward's Palgrave Pivot, and Kath went on to curate the exhibition. **Critically Acclaimed:** Palgrave Pivots have received very positive reviews from respected venues, including many academic journals, the LSE Review of Books (such as *Football's Dark Side* and *The Digital Afterlives of Jane Austen*) and from Times Higher Education (such as *Watching Arabic Television in Europe*).





# What is Open Access (OA)?

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- Open access is the free, unrestricted online access to scholarly research<sup>1</sup>
- OA works are usually free to share and free to reuse without special permission beyond attribution
- Often involves publishing under Creative Commons Attribution licenses (CC BY)
- As works are free to read without a subscription, the costs of publishing, disseminating and archiving are typically covered through research funding provisions.

1. <http://legacy.earlham.edu/~peters/fos/overview.htm>

## New Directions in Academic Publishing

OPEN

- First publisher to offer OA options across all scholarly formats: journal, mid-form monograph (Palgrave Pivot), and traditional monograph
- All work published via Palgrave Open receives the same professional and rigorous peer-review process. In fact, the OA option is not available until the work has been approved for publication, ensuring our research is of the highest standard



# The Two Main Routes to OA

## Green Open Access

- Deposit of author's accepted manuscript version in a repository
- Individual self-archiving policies by publisher/journal
- Embargo periods may apply



## Gold Open Access

- Fully OA journals and Hybrid OA option for subscription-based journals
- Final publisher version of OA content is freely available immediately
- Gold OA removes permission barriers (most copyright and license restrictions)



# Benefits of Open Access

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- Unrestricted access to knowledge
- Potential for research to travel outside the research community (e.g. public, government)
- Better return on investment in research for funding bodies
- Increased visibility and readership of articles
- Increased citation impact<sup>1</sup>
- Facilitates interdisciplinary collaboration
- Text and data mining enabled
- Driving innovation in publishing e.g. speed, open data

1. The Open Access Citation Advantage Service <http://sparceurope.org/oaca/>

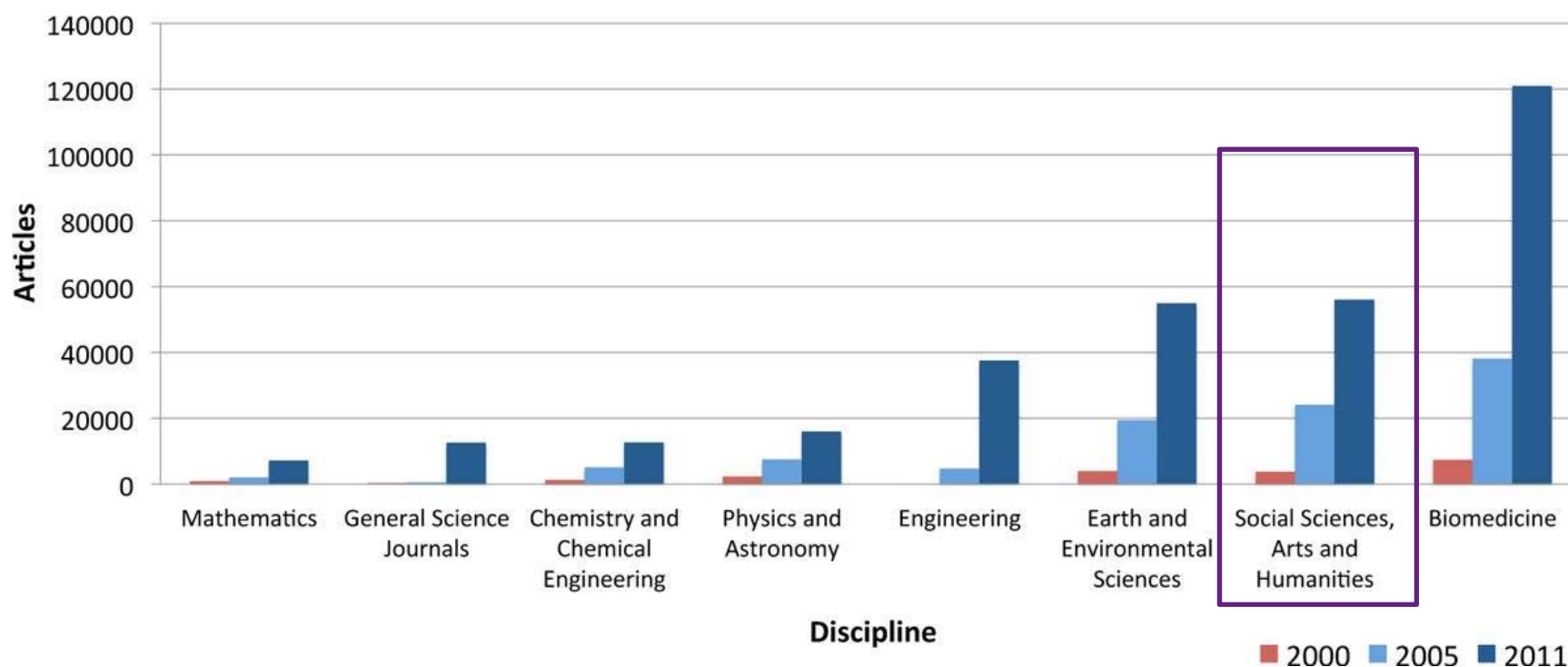


# OA Trends in Humanities and Social Sciences (HSS) in 2015

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- In 2015, **676** (8.5% of total) fully OA HSS journals listed in Scopus - **increase of 20%** from 2014
- 34% increase in no. of articles published in OA journals in 2014 (**18,060**) vs. 2013 (13,514) according to Scopus
- Faster growth compared to STM (9% - journals; 13% - articles)
- More than **3,300** titles indexed in Directory of Open Access Books (DOAB) from >100 Publishers  
<http://www.doabooks.org/>

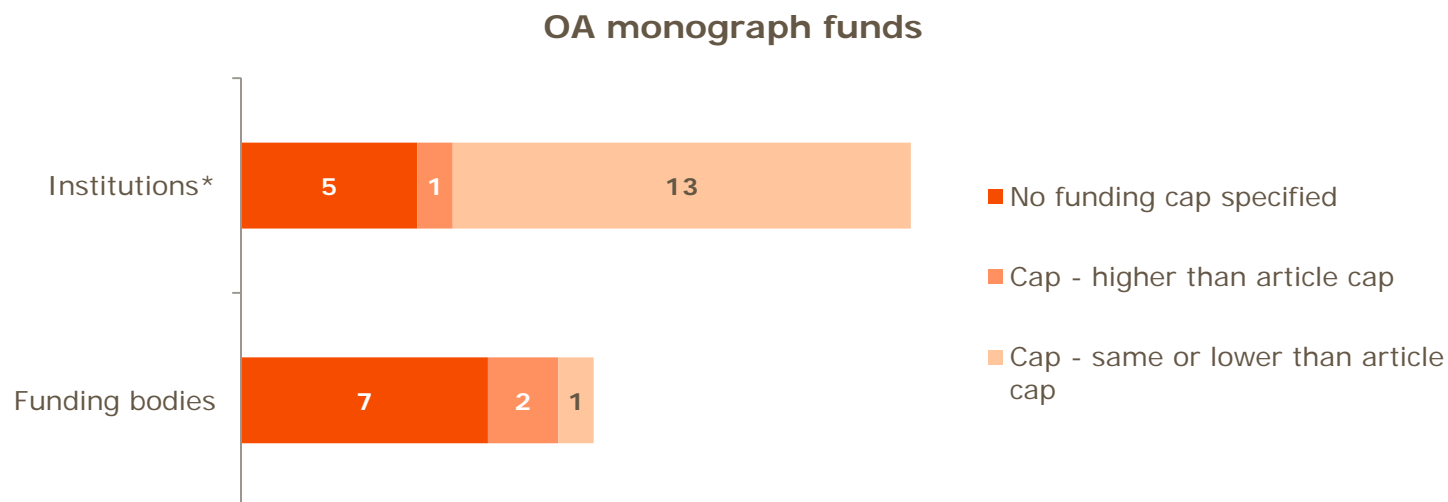
# Growth in Open Access by Discipline



Laakso and Björk *BMC Medicine* 2012 **10**:124 doi:10.1186/1741-7015-10-124 (Reproduced under CC-BY <http://creativecommons.org/licenses/by/2.0>)

# Funding and Mandates for OA monographs

Only ten funding bodies fund OA fees for monographs – but this is increasing



All monograph funders support HSS  
& STM

\*Excluding institutions only distributing  
OA block grants.

- Only four OA monograph funders mandate OA for monographs: Wellcome Trust (UK), FWF (Austria), NWO (Belgium), SNSF (Switzerland). Primarily STM funders, and most will accept green OA as an alternative.

# Other HSS OA Developments

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- **Forthcoming, 2015:** Open Access Publishing in European Networks (OAPEN)-UK report
- **October 2015:** Knowledge Unlatched Round 2 collection opens <http://www.knowledgeunlatched.org/>
- **September 2015:**
  - Open Library of Humanities publishes first articles <https://www.openlibhums.org/>
  - First articles published in a multidisciplinary (including HSS) journal from Elsevier
- **August 2015:** American Sociological Association (ASA) launches a fully OA journal, *Socius*



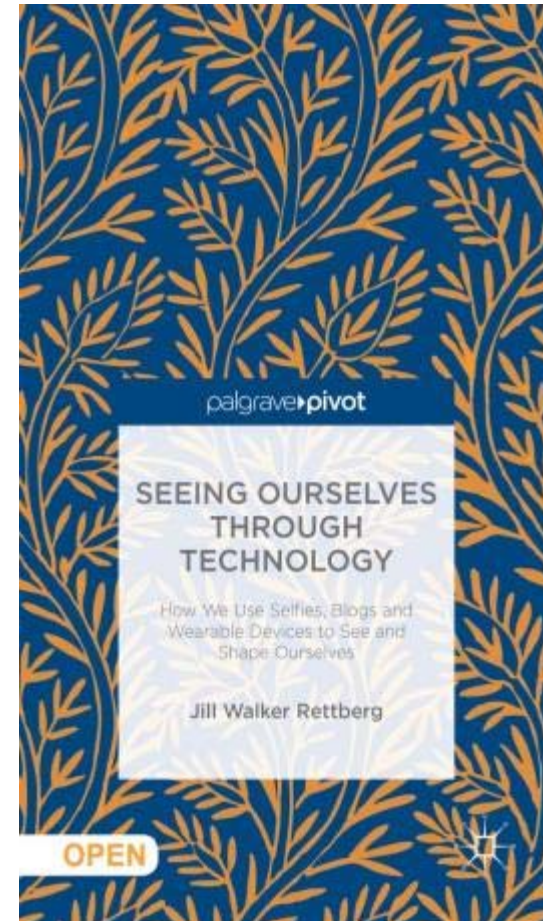
# Other HSS OA Developments

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- **January 2015:**
  - *Palgrave Communications*, a fully OA journal for HSS disciplines publishes first articles
  - HEFCE report on OA monographs finds “there is no single dominant emerging business model”
- **November 2014:** Paul Martin Eve’s (OA) book, *Open Access and the Humanities*, published
- **April 2014:** British Academy report on OA publishing in HSS  
<http://www.britac.ac.uk/news/news.cfm/newsid/1080>

# Palgrave Macmillan's Response to OA

<b>June 2011</b>	Hybrid open-access offering for Palgrave journals
<b>January 2013</b>	Open access option for monographs and Palgrave Pivots (short-form books)
<b>November 2013</b>	First OA monograph published
<b>July 2014</b>	First "hybrid" OA chapter
<b>October 2014</b>	First OA Palgrave Pivot
<b>Jan 2015</b>	Fully OA multidisciplinary HSS journal, <i>Palgrave Communications</i> , launches



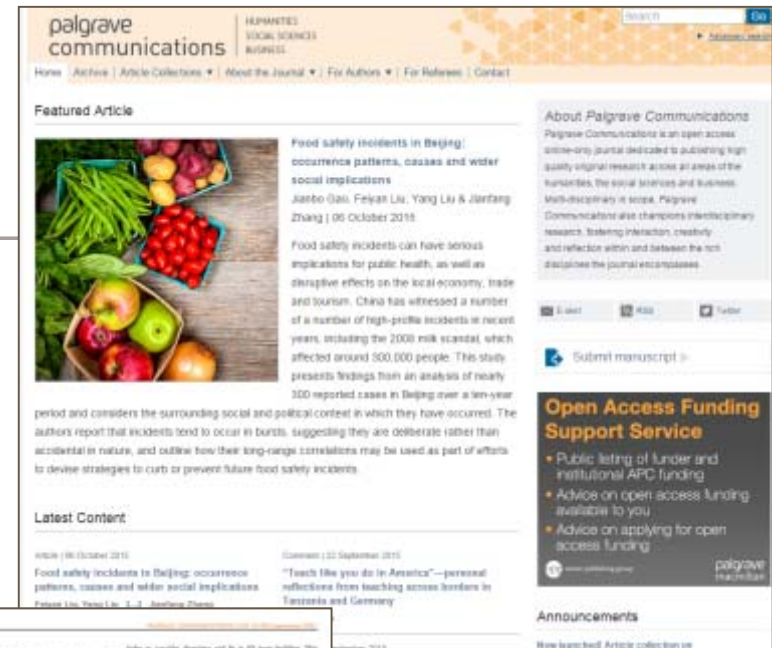
# Palgrave Communications

## Scope

- Multi and interdisciplinary in scope, covering all areas of the humanities, social sciences and business
- Journal features regular thematic collections

## Editorial Board

- Around 120 members reflecting the journal's broad scope.
- Thirty associate editors who oversee peer review of submitted papers



# Palgrave and OA Books

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- OA possible for monographs, pivots and individual chapters
- Authors/their funding agency charged an 'Open access publishing charge'
- ALL online versions of book are open access (PDF, ePub, Kindle version)
- Licensed under CC BY
- Print versions sold at cost
- Now largest commercial publisher of OA books following joint venture with Springer (Springer Nature)

<http://www.palgraveconnect.com/pc/browse/listcollection?pcode=oa>

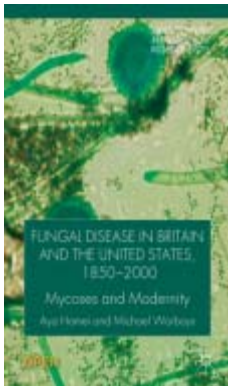
<http://www.springeropen.com/books>



# Usage and Sales of OA titles

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- On average our OA books have received 8 times the usage of non-OA books
- All our OA books are in the top 100 most-accessed titles in our ebook collections
- Negative effect on print sales; extent of the effect varies significantly by title



★★★★★ **Causes of Mycoses** 22 Jun 2014

By Colin Stewart

Format: Kindle Edition | **Verified Purchase**

What a fascinating read. With all this going on its a wonder anybody is healthy. From the early discoveries to the latest treatments and potential downsides of antibiotic treatment.

## Publishing OA – Considerations when Choosing a Journal/Publisher

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- Open access is well established, some brands have been with us for 15 years
- Some open access journals are the most highly ranked in their fields
- Open Access journals should be judged on the same criteria as any subscription journal for quality
- Use services such as Directory of Open Access Journals (DOAJ), Open Access Scholarly Publishers Association (OASPA), and #thinkchecksubmit to check the credentials of OA publishers

# Publishing OA – Considerations when Preparing your Manuscript

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## **Creative Commons attribution license (CC BY)**

- Legal requirement for attribution of any reuse
  - Including a link to the original work and license
- No assumed endorsement of derivative works
- Publisher often offers further protection if there is evidence of infringement of authors' rights
- Authors and institutions can create derivatives and updates easily and efficiently
- Commercial use restrictions can vary (including restricting teaching) in some jurisdictions

<http://oopen-uk.jiscebooks.org/files/2011/01/CC-Guide-for-HSS-Monograph-Authors-CC-BY.pdf>

## Life cycle of a Palgrave monograph



## Revising the Dissertation

- Do your research: great books available like *The Thesis and the Book*, *From Dissertation to Book*, *The Future of Scholarly Writing* and *Stylish Academic Writing* –  
plus you can email our editors for advice
- The audience has changed, so you will need to adapt the book's scope and approach accordingly
- Look at published books in your field
- Rethink your content, structure, length, style, readability
- Get rid of excessive quotation/documentation
- Revise chapter titles, cut notes down, and cut all mention of the book being a thesis in the work (i.e. in acknowledgements page)
- Use active, not passive voice



## Five Things We Look for in a Book

- Original research (new archival discoveries, unique synthesis of ideas, interdisciplinary work)
- Relevant to an ongoing debate in the academic field
- A clear and persuasive argument
- Connects with a defined audience, i.e. has a big enough audience to support the book
- Does the book fit with our list? Is there a series your book would fit with? Your proposal or cover letter should demonstrate some familiarity with the press

## The Proposal – our top tips

### 1. Title

Be clear and descriptive. And think about search terms!  
Some examples:

- *The Unruly PhD: Doubts, Detours, Departures, and Other Success Stories*
- *Governing Risk: The IMF and Global Financial Crisis*
- *Islam and Controversy: The Politics of Free Speech After Rushdie*
- *Tiananmen Exiles: Voices of the Struggle for Democracy in China*
- *Digitizing Government: Understanding and Implementing New Digital Business Models*

### 2. Description

Think about who's going to read the proposal and ensure it conveys the aims and contribution of the book

### 3. Content

We'll need a detailed breakdown + Table of Contents (TOC)

## The Proposal – our top tips

### 4. Market

Primary and secondary; be realistic!

### 5. Competition – or comparable titles

How will your book fit with the rest of our list? This is worth some research as it tells us how many sales we can expect, whether we have published books that your title can be marketed alongside, and how we might be able to get the edge over competitors in terms of positioning

## The Proposal – our top tips

### 6. 3<sup>rd</sup> party material

Illustrations, extended quotations, maps –  
anything that will require permission to use

### 7. Technical details

Extent, delivery date, contact details

## Copyright and Intellectual Property

Palgrave needs permission to be cleared before we'll put the book into production

- Permissions clearance can take a lot of time and cost a lot of money
- Only include illustrations and 3rd party material where really necessary to advance your argument
- Lots of advice and guidance available online...



## Contact Information

**To submit a proposal:**

<http://www.palgrave.com/page/submit-a-proposal/>

**List of editorial contacts:**


<http://www.palgrave.com/contacts/editorial-contacts/>

**More publishing resources:** <http://www.palgrave.com/page/the-publishing-process/>


**Author queries regarding marketing and promotion:**

[authors@palgrave.com](mailto:authors@palgrave.com)


# Palgrave's Early Career Researcher Hub


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Enter your search terms 

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SUBJECTS 

PUBLISHING WITH US 

## Welcome to our Early Career Researcher Hub


We pride ourselves on supporting the work of Early Career Researchers who we recognise as future leaders in their disciplines and the lifeblood of the fields in which we publish. As well as publishing the very best new research, our editors regularly give presentations on campus to doctoral students and ECRs on the publishing process and we have collected a range of resources to support those looking to develop an academic career. In addition to advice from our editors a number of our authors have also kindly provided advice of their own and described their experiences.

**Palgrave Macmillan accepts proposals based on dissertations, even when those dissertations have been made available in online repositories. To be considered ready for publication, those dissertations must have been significantly revised. To help with this revision our editors have put together the following advice...**

### Celebrate Higher Education

Palgrave Macmillan is celebrating and recognizing those that are bringing knowledge about why Higher Education is so important in the 21st century.

[Visit our webpage >](#)



### ADVICE FROM OUR EDITORS

REVISING THE DISSERTATION INTO A MONOGRAPH

**What do I need to revise my dissertation?**  
Your dissertation is a great starting point for your monograph. However, you will need to revise it significantly to make it suitable for publication. The main areas you will need to focus on are: structure, argument, and evidence. You will need to ensure that your argument is clear and logical, and that you have sufficient evidence to support it. You will also need to ensure that your structure is well-organized and that your writing is clear and concise.

**What is the audience of my work?**  
The audience of your work is the key to its success. You need to know who you are writing for and what they need to know. This will help you to tailor your argument and evidence to their needs and interests. You will also need to know what the current state of the field is and how your work fits into it.

**What should I begin revising my thesis?**  
The first thing you should do is to read your dissertation carefully and identify the areas that need to be revised. You should then create a plan for how you will revise it, focusing on the areas that are most important. You should also seek feedback from your supervisor and colleagues to help you with the process.

**What are the key elements of a monograph?**  
A monograph is a book-length work of original research. It is typically 200-300 pages long and is written for an academic audience. The key elements of a monograph are: a clear and logical argument, sufficient evidence to support the argument, a well-organized structure, and clear and concise writing.

## Resources and Guides

- [Book Proposal Guidelines](#)
- [Demystifying the Peer Review Process](#)
- [Revising the Dissertation into a Monograph](#)
- [Glossary of Publishing Terms](#)
- [Advice from our Authors](#)

[Download the full guide >](#)